



Principles for developing 'Grain-to- Glass' C.L.A.I.M.S. at Diageo

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C . L . A . I . M . S .

Clear

Be truthful, clear, accurate, rather than ambiguous and exaggerated. Make sure the specific benefit is clear in plain language and provide relevant information or conditions. Avoid vague buzzwords.

Lifecycle

Be crafted in the context of the full lifecycle of the brand/product or service (Grain-to-Glass), considering required disclosure of any negative impact or trade-offs.

Approval

Be reviewed from the outset and approved by the right teams, such as Legal, Corporate Relations and Marketing Sustainability. All claims must comply with relevant local laws, regulations and codes.

Impression

Overall impressions are critical, including those created by images. Avoid excessively dramatic or exaggerated imagery and colors to reduce the possibility of misleading consumers.

Meaningful

Be relevant, meaningful, fair in making any prior version/improvement comparison, and have a significant positive impact (Grain-to-Glass).

Substantiated

Be fully substantiated. Specific claims are easier to substantiate. Any substantiation needs to be objective, robust, up to date, verifiable by scientific evidence, and a record of it must be kept. Ambitions and goals need to be clearly contextualized and require substantiation too.